

AMENDMENTS TO THE SPECIFICATION:

Page 1, replace the paragraph, beginning on line 24, bridging pages 1 and 2, with the following amended paragraph:

--FIG. 10 is an exploded view showing the structure of an LCD device generally designated by numeral 200. A liquid crystal (LC) panel 202 of the LCD device 200 is sandwiched and held between a ~~shield~~ shield frame 203 and a backlight unit 201, and controls a transmission of the light emitted from the backlight unit 201 to thereby display images on the screen of the LC panel. FIG. 11 is an exploded view showing in detail the structure of the backlight unit shown in FIG. 10. FIG. 12 includes a sectional view showing a part of the backlight unit 201 taken along the line A-A of FIG. 10, and a graph showing the luminance distribution on a diffusion plate 216 of the backlight unit shown in the sectional view.--

Page 5, replace the paragraph, beginning on line 3, with the following amended paragraph:

--A double-sided display LCD device is known such as described, for example, in Patent Publication JP-A-2000-338483. The double-sided display LCD device has a display screen on the front side as well as on the rear side of the backlight unit. FIG. 14 is an exploded view showing the structure of the double-sided display LCD device. As shown in FIG. 14, the double-sided display LCD device 200a includes a liquid crystal (LC) panel 202 and a ~~shield~~ shield frame 203 on the front side (shown at the top

in the drawing) as well as on the rear side (shown at the bottom in the drawing) of a double-sided backlight unit 204. The double-sided backlight unit 204 has a structure such as obtained by bonding the rear sides of two of the single-sided backlight units.--

Page 9, replace the paragraph, beginning on line 19, bridging pages 9 and 10, with the following amended paragraph:

--The present invention will be now described in more detail based on preferred embodiments thereof with reference to the accompanying drawings. Referring to FIG. 1, there is shown a backlight unit according to a first embodiment of the present invention similarly to Fig. 12. The constituent elements of the backlight unit of the first embodiment are similar to those of the conventional double-sided backlight unit 204 shown in FIG. 15. More specifically, as shown in Fig. ~~[[5]]~~ 15, the backlight unit of the first embodiment includes a pair of lamp supporting members 215, a pair of diffusion plates 216, a pair of optical sheet assemblies 217, and a pair of backlight chassises 218 near the front and back sides of the backlight unit thereof, as well as a pair of reflection plates 211 on the top and bottom edge thereof.-

Page 13, replace the paragraph, beginning on line 7, with the following amended paragraph:

--In the conventional double-sided backlight unit 204 shown in FIG. 15, the reflection plate 211 made of a metal cannot be disposed on the rear side of the lamp 213, which results in a

higher lighting start voltage. On the other hand, in the present embodiment, the scatter-reflection rod member 101 using a conductive material generates a parasitic capacitance between the scatter-reflection rod member 101 and the lamp 102, causing a small leakage current 109 to flow therebetween so as to induce an electrical discharge in the lamp 102. The lighting start voltage can thus be lowered.--

Page 14, replace the paragraph, beginning on line 1, with the following amended paragraph:

--An LCD device having the double-sided backlight unit 100 of the present embodiment is obtained by disposing a pair of ~~shield~~ shield frames and a pair of liquid crystal panels on the front and back sides of the double-sided backlight unit 100, similarly to the conventional double-sided display LCD device shown in FIG. 14. The double-sided display LCD device having such a double-sided backlight unit can be used for advertising purposes and the like.--